

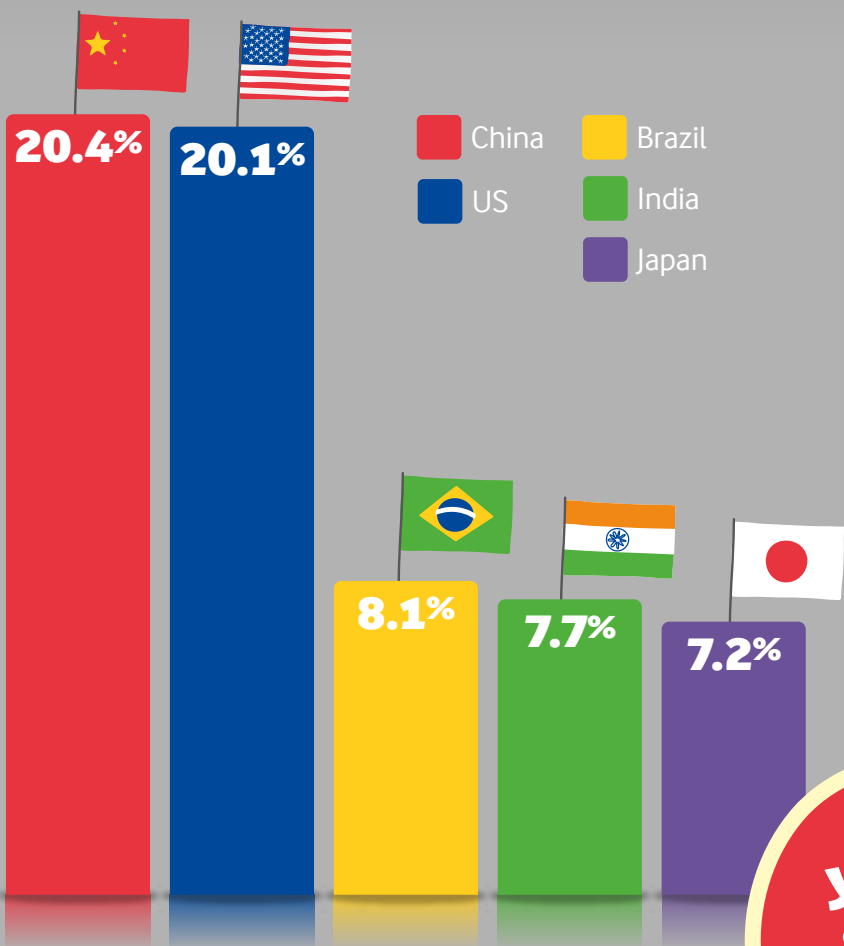
# Yoghurt perceptions and opportunities in

# CHINA



## The market

China will overtake the US as the largest dairy market by **2022**.<sup>1</sup>



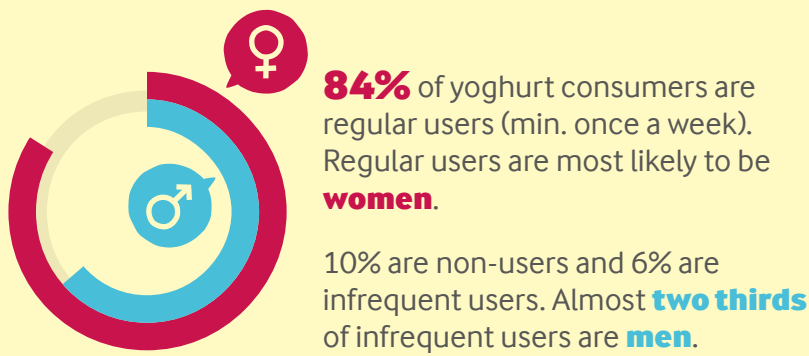
## Our consumer research in China

We conducted more than **2500** interviews across **6 cities** (Beijing, Shanghai, Guangzhou, Chengdu, Wuhan, Xi'an) to understand people's consumption patterns and perceptions of yoghurt, key drivers and barriers affecting the category growth.<sup>2</sup>

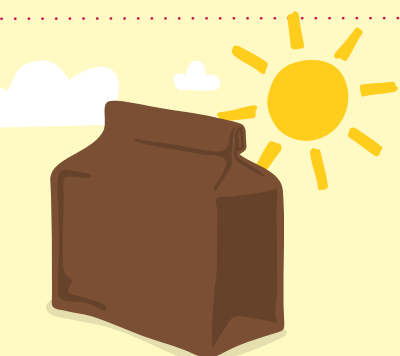
And **yoghurt sales** are forecast to **double!**

## Top barriers to yoghurt consumption

## Category penetration and frequency



Yoghurt is almost only consumed **on its own**. Secondary usage is together with other products, most often with **fresh fruit**.

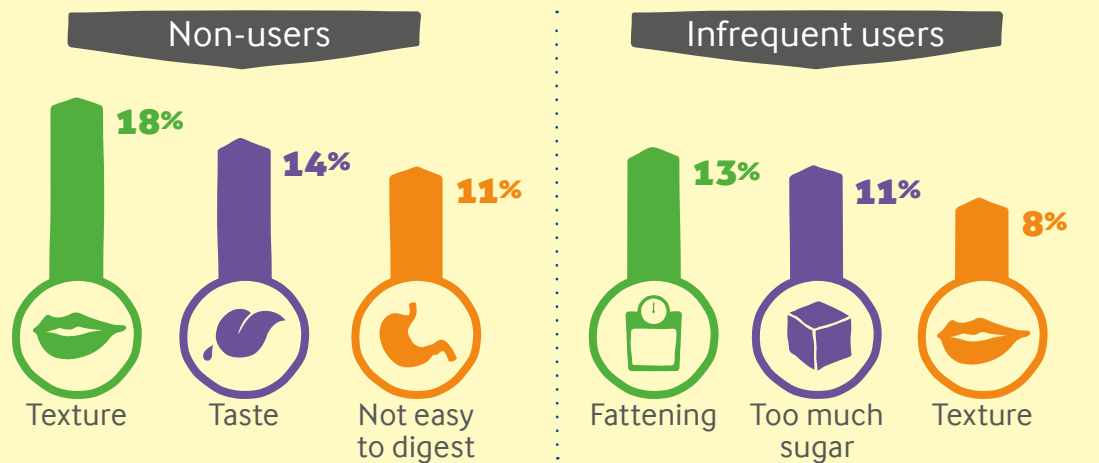


**Out-of-home** consumption is important both in the morning (8-10am) and in the afternoon (12-6pm).

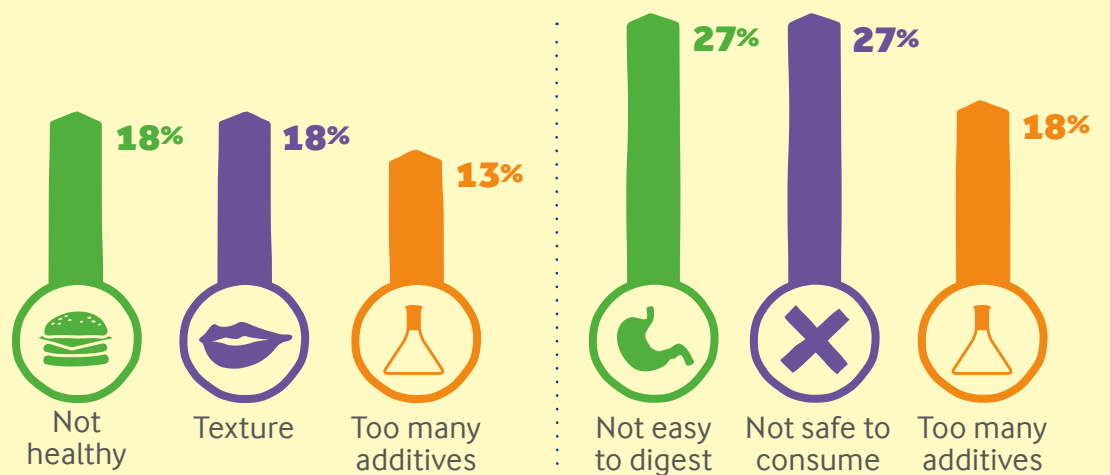
All consumer groups perceive currently available yoghurts as **not filling enough** to replace a meal



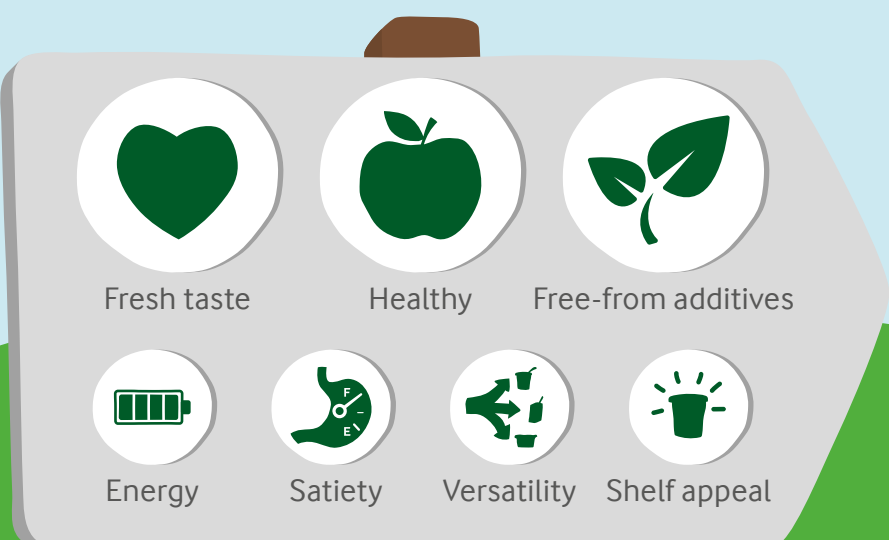
## Reasons for not choosing yoghurt



## For mothers with children 0-15 years



## What China's consumers are looking for...



## Our solutions

### Ambient yoghurt

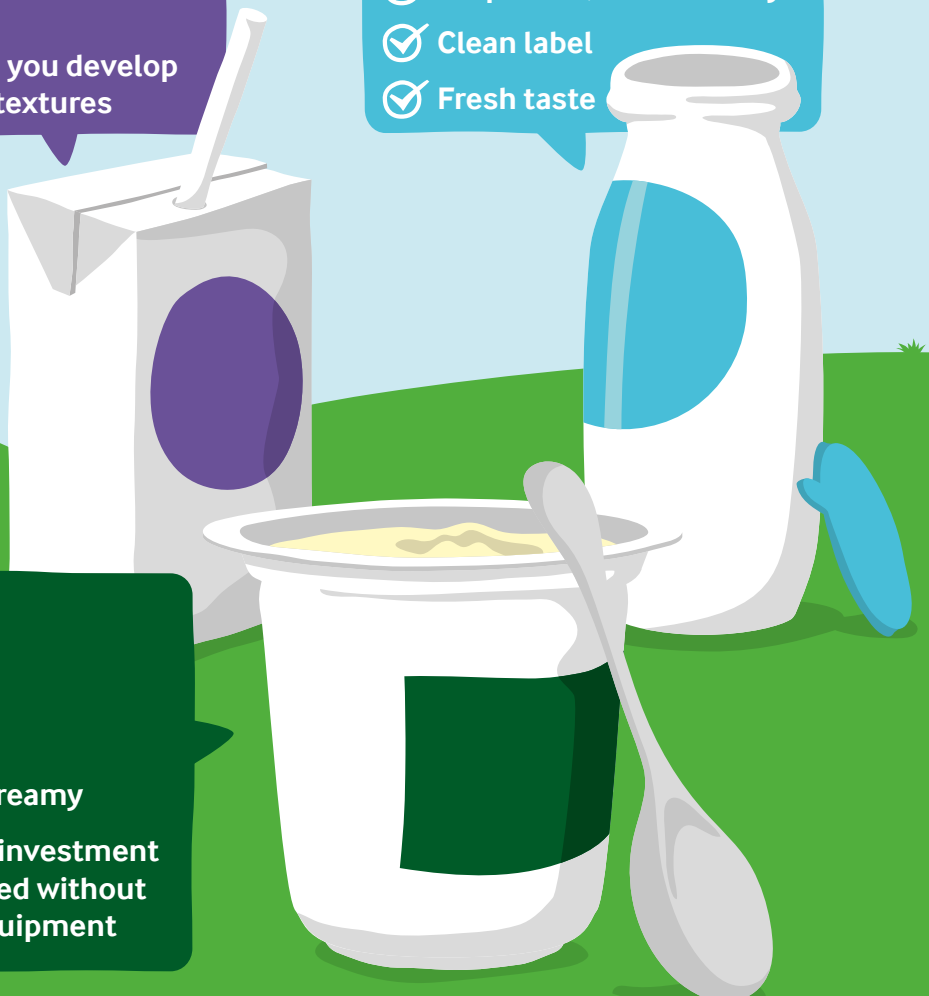
- ✓ Clean label
- ✓ Smooth texture and mouthfeel
- ✓ We can help you develop tailor-made textures

### High protein drinking yoghurt

- ✓ 6% protein, low viscosity
- ✓ Clean label
- ✓ Fresh taste

### Skyr

- ✓ 6% protein
- ✓ 1.5% fat
- ✓ Smooth and creamy
- ✓ No additional investment as it is produced without smoothing equipment



For more information please visit [www.arlafoodsingredients.com](http://www.arlafoodsingredients.com)  
Contact us at [yanyan.li@arlafoods.com](mailto:yanyan.li@arlafoods.com) or +86 10 66001580

<sup>1</sup> Source: Euromonitor International  
<sup>2</sup> Arla's qualitative research study was conducted by TNS China in 2016.

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**Arla Foods Ingredients**

Discovering the wonders of whey



# Why choose Arla Foods Ingredients?



**World-class capabilities in milk and whey fractionation**



**Dairy processing know-how and advanced application facilities**



**Well-equipped pilot plants for rapid testing, with over 3,200 trials a year**



**More than 15% of our people work in R&D**



**Worldwide market insights and concept inspiration**



Arla Foods Ingredients is a global leader in natural whey ingredients for products in a range of categories – from infant, medical, sports and health nutrition to bakery, beverages and dairy.



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